PHILIP MORRIS U.S.A. INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: Ellen Merlo DATE: 11/5/84

FROM: Stuart C. Ross

SUBJECT: Merit publicity program

During my (inconclusive) meetings with the America's Cup people last week, I asked a long-time friend and associate, Jock Soper, who runs a consulting firm called International Sail Information Services, to sit in and then give me some ideas on directions the brand may wish to explore. Together, we have developed the attached proposal, or, more accurately, a framework for further discussion.

Rather than try to sell you further on the ideas presented here, I invite you to read over the attached.

I'll wait to hear from you.

/av

cc: G. Smith
J. Kochevar
B. Quinby
M. Taylor
J. McAuley
E. LaBauve

attachment

Merit Challenger

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Source: https://www.industrydocuments.ucsf.edu/docs/xhcy0004